

## ABSTRACT

An ink jet recording medium having an ink receiving layer formed on a substrate, wherein an ink fixing agent  
5 contained in the ink receiving layer is a serpentine compound containing at least one metal selected from the group consisting of Mg and Zn, and an ink fixing agent which comprises a serpentine compound containing at least one metal selected from the group consisting of Mg and  
10 Zn and is used in the ink jet recording medium.

According to the present invention, an ink jet recording medium having excellent ink absorptivity (color development, resolution) and excellent water resistance and light resistance for an image recorded on the medium  
15 can be provided by using a serpentine compound as an ink fixing agent. That is, according to the present invention, there can be provided an ink jet recording medium which is best suited for recording with a water/oil ink, can record a high-definition image at a high reproducibility  
20 and has excellent keeping properties, especially water resistance and light resistance.